

obtaining purchaser or potential purchaser information from said purchaser or potential purchaser; and

informing said purchaser or potential purchaser whether said purchaser or potential purchaser has won a prize based on said unique code.

Amend claim 2 as follows:

2.(Once Amended) A process as claimed in claim 1, wherein step of providing said sweepstakes [incorporating card] information with [into] said product or service includes incorporating a card into packaging of said product, said card including said network address and said unique code.

Amend claim 3 as follows:

3.(Once Amended) A process as claimed in claim 1, wherein said network address is a world wide web address on [in] the Internet [internet].

Amend claim 8 as follows:

8.(Once Amended) A process as claimed in claim 1, wherein said step of identifying said purchaser or potential purchaser includes obtaining a [said purchaser's] name and street address of said purchaser or potential purchaser.

[ Amend claim 9 as follows: ]

9. (Once Amended) A process as claimed in claim 1, wherein said step of identifying said purchaser or potential purchaser includes obtaining an [said purchaser's] e-mail address of said purchaser or potential purchaser.

[ Amend claim 10 as follows: ]

10. (Once Amended) A process as claimed in claim 1, wherein said step of identifying said purchaser or potential purchaser includes obtaining a [said purchaser's] telephone number of said purchaser or potential purchaser.

[ Amend claim 11 as follows: ]

11. (Once Amended) A process as claimed in claim 1, wherein said step of identifying said purchaser or potential purchaser includes obtaining a [said purchaser's] postal zip code of said purchaser or potential purchaser.

[ Amend claim 12 as follows: ]

12. (Once Amended) A process as claimed in claim 1, further comprising the step of: providing the purchaser or potential purchaser with a discount on subsequent purchases of said product or service.

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[Amend claim 13 as follows:]

13.(Once Amended) A process as claimed in claim 1, further comprising the step of:  
providing the purchaser or potential purchaser [purchase] with a game to play while  
connected to said network address.

[Amend claim 14 as follows:]

14.(Once Amended) A process as claimed in claim 1, further comprising the step of:  
collecting purchaser or potential purchaser identity information in a database.

[Amend claim 16 as follows:]

16.(Once Amended) A process as claimed in claim 14, further comprising the step of:  
sending promotional material to purchasers or potential purchasers [purchaser's] in said  
database.

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[Amend claim 17 as follows:]

17.(Once Amended) A process as claimed in claim 1, further comprising the steps of:  
providing a secure area at said network address,  
obtaining said unique code from said purchaser or potential purchaser [purchase], and  
admitting said purchaser or potential purchaser to said secure area upon entry of a valid  
unique code.

Amend claim 18 as follows:

18.(Once Amended) A method for promoting a product or service, comprising the steps of:

providing a plurality of cards each marked with an Internet [internet] address and respective unique codes;

incorporating said plurality of cards into items provided to a purchaser upon purchase of said product or service [packaging of a corresponding plurality of product units, each of said cards being incorporated into one of said product unit packages];

providing said items [product units for sale] to purchasers upon purchase of said product or service;

providing a site at said Internet [internet] address for access by said purchasers;

receiving inquiries [connections] from said purchasers at said site;

obtaining personal information from said purchasers at said site;

accumulating said personal information into a database;

receiving [corresponding ones of] said unique codes from corresponding ones of said purchasers at said site; and

informing each of said purchasers of a status based on said unique codes while each of said purchasers are connected at said site.

Add new claim 21 as follows:

21. A method for product promotion, comprising the steps of:

providing a rebate promotion with a plurality of products or services offered for sale;  
providing a unique code with each of said plurality of products or services;  
providing information directing purchasers of said products or services to an electronic  
address;  
accepting input of said unique codes from said purchasers;  
verifying valid codes of purchasers accessing said electronic address;  
providing rebates to purchasers who input valid codes at said electronic address.

(Add new claim 22 as follows:)

22. A method for product promotion, comprising the steps of:  
providing a product or service for sale;  
providing a unique code accompanying said product or service for sale;  
providing an electronic address for verifying said unique codes; and  
providing at least one of rebate, discount and sweepstakes promotion to purchasers of said  
product or service who input a verified unique code at said electronic address.

#### REMARKS

In the Office Action, the Examiner indicated that the drawings as filed are acceptable for examination purposes but that formal drawings will be required upon allowance of the application, rejected claims 1, 3-5, 7, 8, and 10-16 as obvious over the patent to *Small*, rejected claims 2 and 18-20 as obvious over the *Small* reference in view of the references to *Dickert* and *Toader*, rejected claim 6 as obvious over *Small* in view of the reference to